PSJ17 Exh 29







Pain Marketing Team

- Andy Pyfer Group Director
- Paula Castagno Sr. Product Manager
- Matt Napoletano Sr. Product Manager
- Terrence Terifay Sr. Product Manager
- Dan Winkelman Product Manager
- Suzanne Richards Promotions Mktg Assoc.

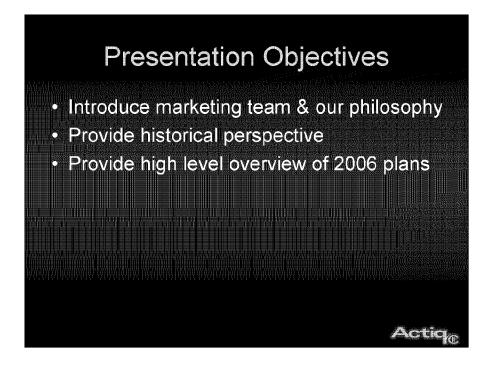
Actiq

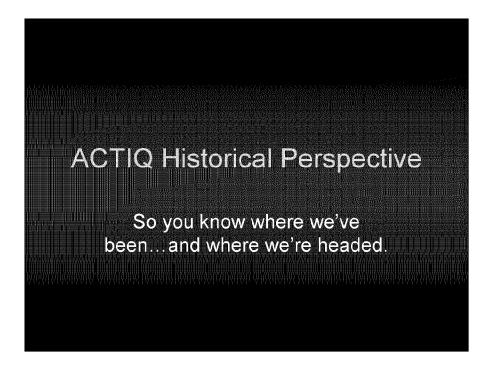
Other Key People

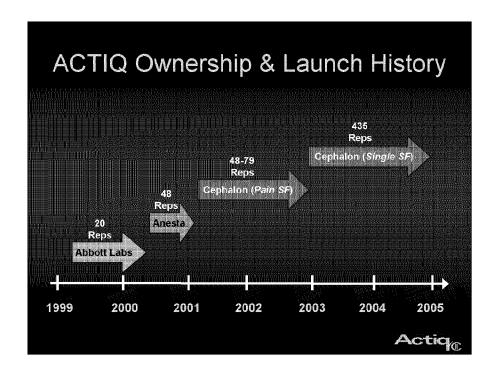
- Lauren Mangus Sr. Sales Training Manager
- Cynthia Condodina Sales Training Manager
- Lisa D'Onofrio Convention Manager
- · Open position Market Research Manager
- Chris Meyer Sales Ops Sr. Manager
- Nancy Shanfelt Sales Ops Sr. Analyst
- Michelle Liberatore Sales Ops Analyst

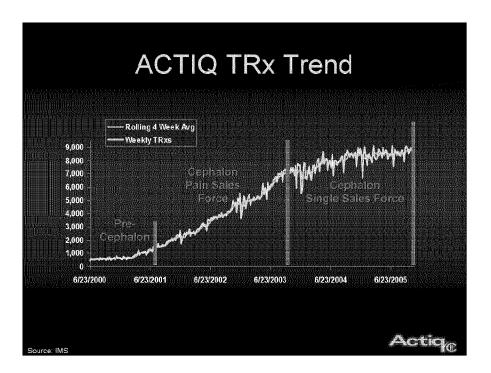
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Confidential



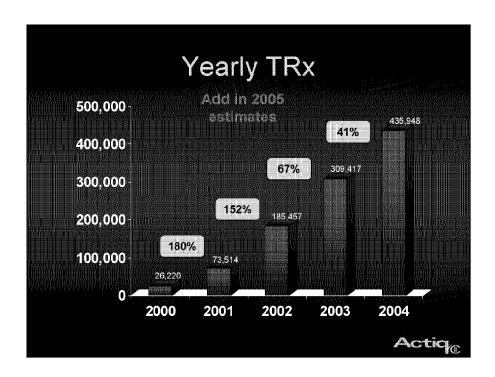


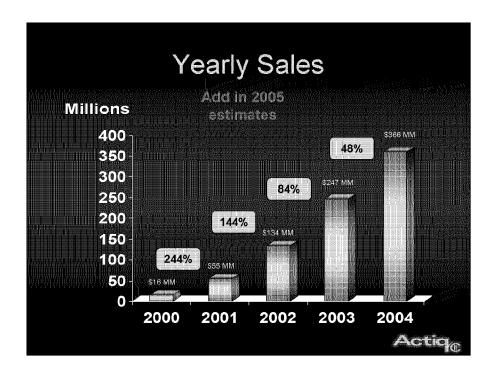




Why no success prior to Ceph?

- •BTP was a newer concept
- •OT delivery a change in paradigm
- Limited marketing budgets
 - MedEd vastly under-resourced
- ·Small sales force
- Primary target oncologists
- Poor concepts & positioning





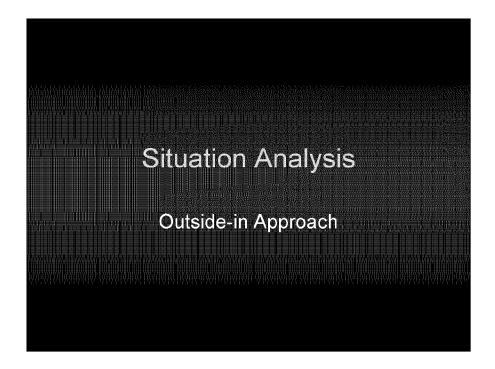


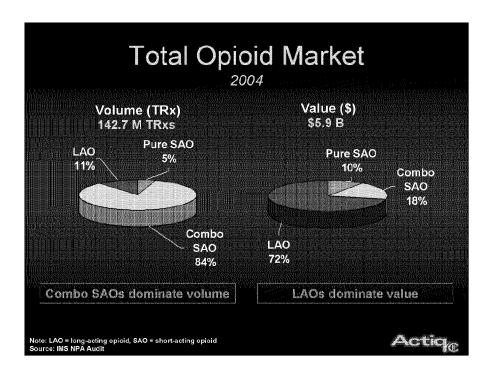
Mission: ACTIQ

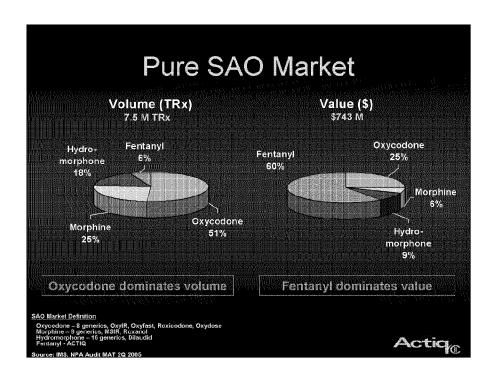
- Reps given "assignments" during the year
- 3 Mission:ACTIQ dossiers were to be completed
 - Objective to enhance knowledge
 - Rewards for completion of each dossier
- ✓ Dossier #1 BTP & ACTIQ
- Dossier #2 Pain mgt & the decade of pain control
 - Dossiers #1 & #2 have been completed but new reps will have the opportunity to complete them for reward cards
- Dossier #3 Competitive info
 - Dossier #3 will be out in the next week
- Mission: ACTIQ only available through <u>January 13, 2006</u>

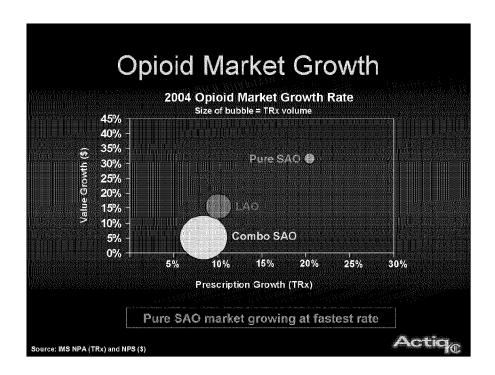
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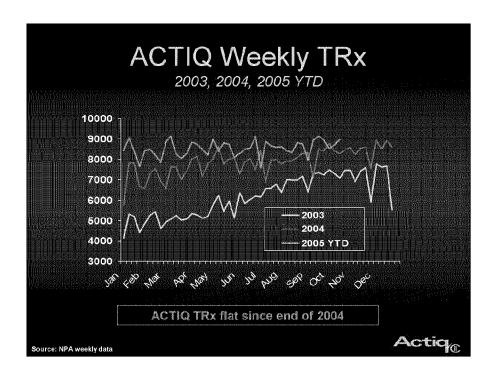


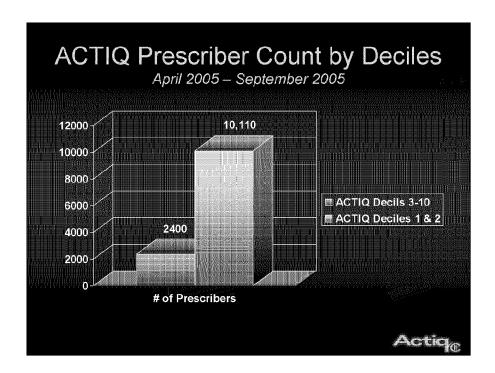


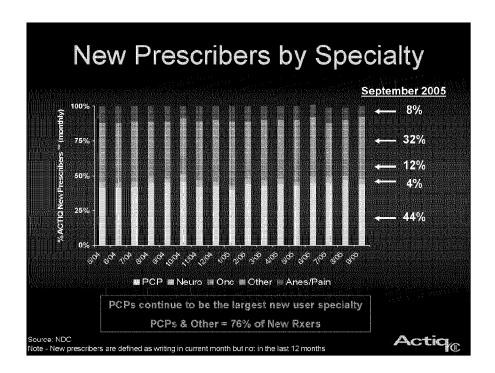


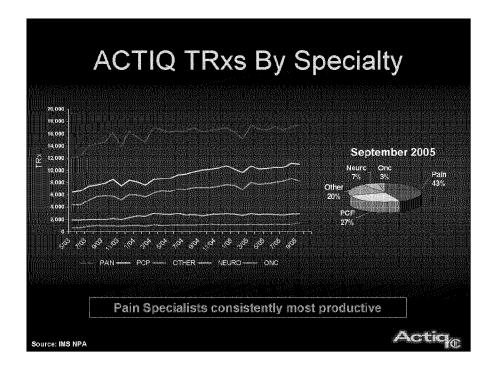




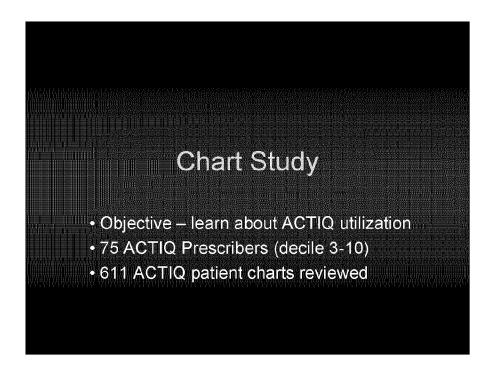


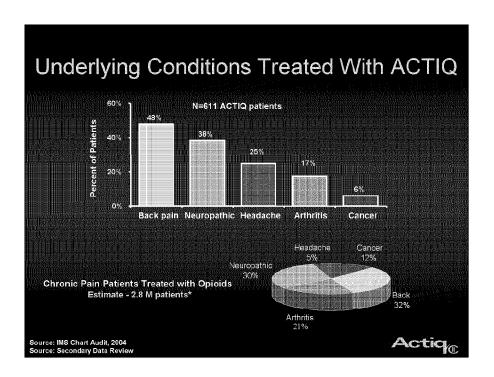


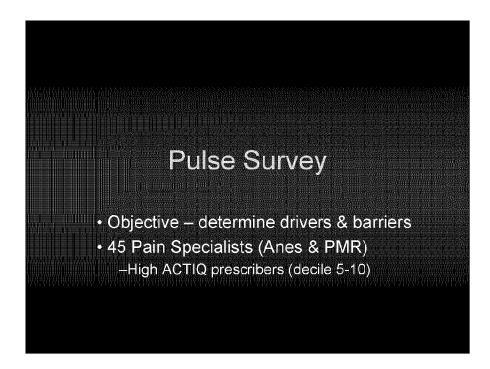






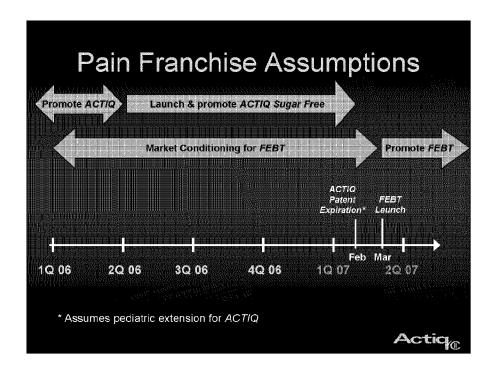


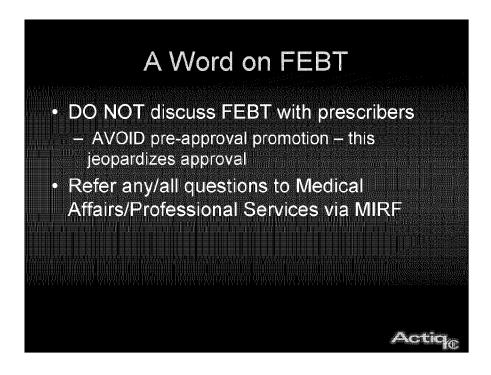




Drivers	Barriers
Rapid onset of action (65%)	Lack of insurance coverage (51%)
Strong & effective (34%)	Abuse concerns (34%)
Good for sudden onset pain (32%)	Dental issues (24%)
Fewer GI problems (20%)	Limited indication in cancer (22%)
Good cancer pain relief (17%)	
Matches LAO molecule (17%)	
Useful after treatment failures (15%)	





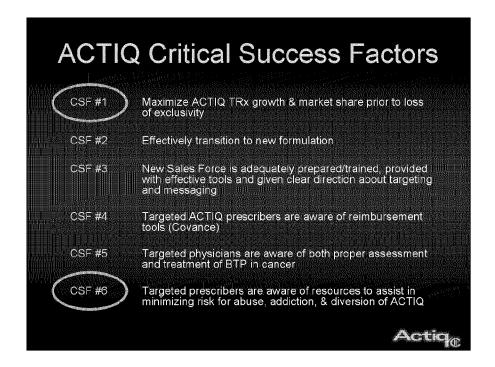




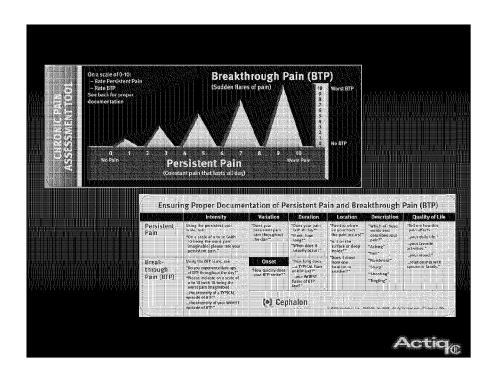
Key Marketing Issues

- 1. ACTIQ patent expiration in February 2007
 - · Assumes pediatric exclusivity granted
- 2. Transition to ACTIQ sugar free formulation
 - Expected aunch May 1, 2006
- Newly formed Pain Care Sales Force requires appropriate training, motivation, and direction
- 4. Increased reimbursement barriers from managed care
- 5. Limited awareness and knowledge of appropriate assessment, diagnosis & treatment of BTP in cancer patients
- 6. Continued concerns of abuse, addiction and diversion

Actiq



CSF #1: Maximize ACTIQ TRx growth & market share STRATEGIES Apply bulk of resources to field force activity Provide indirect promotional efforts to complement sales force efforts (due to SOV) TACTICS MEPs (~\$22K/rep to generate ~15 programs/rep) Coupon books (~50 books/rep/qtr) Placebos (~50 rep/qtr) Chronic Pain assessment tool/poster (following slide) The Little Blue Book & PDR Pain Mgt. Prescribing Guide Journal ads Convention presence Triple i Rx pads Medically relevant giveaways (cannisters/exam lights) E-detail



CSF #6: Minimize risk for abuse, addiction, & diversion of ACTIQ STRATEGY

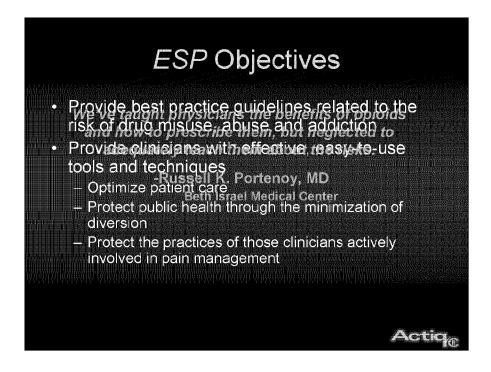
 Employ targeted mechanisms to raise awareness of Cephalon's commitment to support physicians in safe opioid prescribing

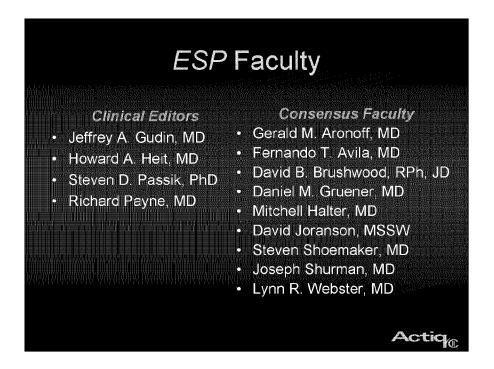
TACTICS

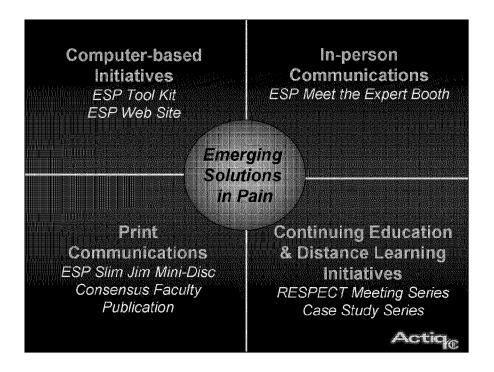
- ACTIQ RMP sales aid
- Direct mail initiative ACTIQ welcome kit
 - Sent Q4 2005
- Direct mail initiative focused on accidental ped exposure -TBD
- ESP BRC/mini-discs
- "Opioid Glossary" to facilitate discussion between physicians and patients
 - Available Q1 2006
- · Quarterly safety update

Actiq







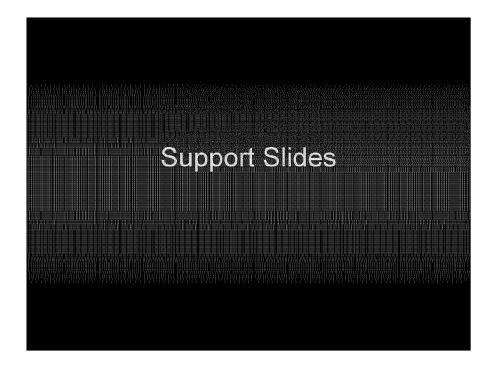








- 1. Top Priority secure your big guns (bread & butter)
- 2. Second Priority greatest opportunity for growth is your non-ACTIQ high opioid writers (Pain Specialists)
- 3. Third Priority biggest challenge is to determine who is a dabbler and who has real potential (weed out the dabbers)



CSF #2: Effectively transition to new formulation STRATEGIES Optimize proactive measures by applying past experience Utilize taste-test results to better inform tactical plan **TACTICS** Pre-Launch Sugar-Free placebos to field Direct mail to physicians & pharmacists Creation & distribution of launch materials Addition of "Sugar-Free" to promotional items & other collateral Representative training (at NSM) Update ACTIQ Speaker slide deck and speakersGoody bags - Physician & Pharmacist blast e-mail & fax campaigns - Catalina newsletter to current ACTIQ patients (distributed at pharmacy)

CSF #3: New sales force prepared, motivated & directed

STRATEGIES

- Enhance ITC training to support more pain-experienced sales force
- Maximize opportunity to prepare & motivate the sales reps at the NSM and provide clear guidance on targeting
- Re-evaluate targeting methodology

TACTICS

- ITC

 Work with Sales Training to enhance ITC
- NSM
 - Physician speakers pain overview & A/A/D with Q&A session
 - Interactive workshops situational selling
 - Team-building, motivational events
 - Themed meeting with on-going initiatives/interaction for 2006
- Targeting
 - Directors involved in identifying targets



